

C.H. KENNERLY, THE SEEDSMAN

Domestic and Imported Seeds of Highest Quality For All
Truck and Field Crops Grown in the Gulf States—
Large Mail Order Business.

The problem of securing the best quality of seed for the various vegetable crops produced in the "Land of Sunshine" is one of momentous import to every farmer and trucker throughout the State of Florida. In fact, the success or failure of a season's toil and effort may be said to depend almost absolutely upon obtaining the most perfect and best adapted seed from which the beginnings of a crop may be made.

With poor quality seed, even the most painstaking labor, most careful attention and the use of the most approved agricultural methods, all go for naught when the final harvest is gathered and the results tabulated on the side of profit or loss.

The matter of seeds is if anything more important to the Florida trucker than to the market gardener in almost any other section of the country, for it is a well known fact that by reason of climatic conditions, seed grown in certain sections are not adapted to cultivation here, while the same variety of seed grown in other sections make to perfection in Florida.

Seeds must be carefully selected by experts who have discovered by exhaustive experiment just what varieties of the various vegetables may be successfully grown, the seed having been chosen with particular attention to the needs of the circumstances.

Inferior seeds always mean unsatisfactory results if not actual failure to produce a crop. The careful trucker gives to this first and most important detail of his business the most painstaking attention.

For the past five years, C. H. Kennerly, the Seedsman, has devoted his energies to the task of supplying the farmers and truckers of the South with the highest possible grade of seeds for all agricultural crops, giving his patrons the benefit of an expert knowledge of conditions both in the way of soils and culture of various species of plants and seeds.

With headquarters at Palatka, Mr. Kennerly has enlarged the scope of his operations so as to include not only the state of Florida, but also Georgia and Alabama, with an increasing patronage in the other Gulf states.

Dealing especially in seeds adapted and suited to the climate of this section of the United States, and having made a particular study of the needs

of the agriculturalist operating in those states, Mr. Kennerly is enabled to furnish not only a superior grade of seeds, but also a fund of valuable information concerning the scientific culture of the various species of vegetables and field crops grown to advantage.

His experiments have developed several particularly desirable varieties noted for their prolific yield and their excellence in quality.

Both a wholesale and retail business is carried on from the Palatka headquarters and the increased volume of trade which has been built up in the five years of operation can be traced to the uniform policy of square dealing with every patron and the desire on the part of the management to furnish the best possible service in both stock and valuable information.

Seeds of several varieties of vegetables must be imported from abroad, as the domestic product fails to produce the best results; Mr. Kennerly annually imports considerable quantities of these seeds, while those lines in which the domestic seeds are used, a portion of the supply is obtained from individuals who make a specialty of growing seed for Mr. Kennerly.

A mail order business that has had a remarkable growth during the last few years, is a prominent feature of the enterprise, the well arranged and comprehensive catalogue which is sent out annually aiding materially in developing this phase of the trade. For the benefit of truckers generally, Mr. Kennerly has published a monograph dealing with the culture of the various species of vegetables grown in Florida and this little treatise, called "Facts and Figures, or the A B C of Florida Trucking," contains a wealth of valuable information concerning the technical and intimate details of successful truck growing.

Stock food and powders are also handled extensively in connection with the regular seed business, as well as a complete line of agricultural implements and hardware for the farmer.

The service rendered by the establishment in every phase of its operations and the uniform excellence of the stock carried, has been responsible for the gratifying development of the enterprise during the five years of its history and for the substantial reputation of "C. H. Kennerly, the Seedsman."



PALATKA'S PREMIER AMUSEMENT PLACE

Kalbfeld's Grand, With the Second Largest Stage in the State, Offers Excellent Facilities in its Line—Motion Pictures De-Luxe and High Class Vaudeville.

Among other characteristics of the up-to-date community, the city of Palatka offers excellent facilities in the way of places of amusement—theatrical houses. By far the best equipped and most modern of these is the Grand Theater, which enjoys a tremendous popularity among discriminating theater-goers generally.

With the second largest stage in the State of Florida, the Grand Theater is able to accommodate productions which ordinarily are unable to appear in any but the largest cities of the South. Several first class road shows are booked at the Grand at frequent intervals during the winter season and the efforts of the management to present high-class entertainment for its patrons has resulted in the establishment of an enviable reputation among the theater-goers of Palatka.

Motion pictures from the leading film manufacturers of the world are shown at the Grand, feature productions being presented from time to

Well selected programs, comprising the latest films to be obtained from the producers of motion pictures, have increased and maintained a patronage for the Grand that is most gratifying. High class vaudeville acts are also booked from time to time as available.

The house itself, well located in the heart of the business district and being of fireproof construction, has a seating capacity of about 900 and this number will be increased to 1200 by the extension of a horse-shoe balcony, work on which will be immediately begun.

During the past three and one half years, the Grand Theater has developed from what was originally a speculative venture, into a thoroughly modern theatrical establishment, catering to the best class of patronage.

Mr. L. H. Kalbfeld, the proprietor of the Grand, benefiting by long experience in theatrical affairs, is able to offer his patrons an amusement



time as they are available. Among the well known "movie" manufacturers whose productions are shown at the Grand, is the Paramount Film Corporation making the Famous Players' Lasky and Bosworth Films, in which are seen many of the famous stars of the theatrical world today.

service that is far above the average throughout the State.

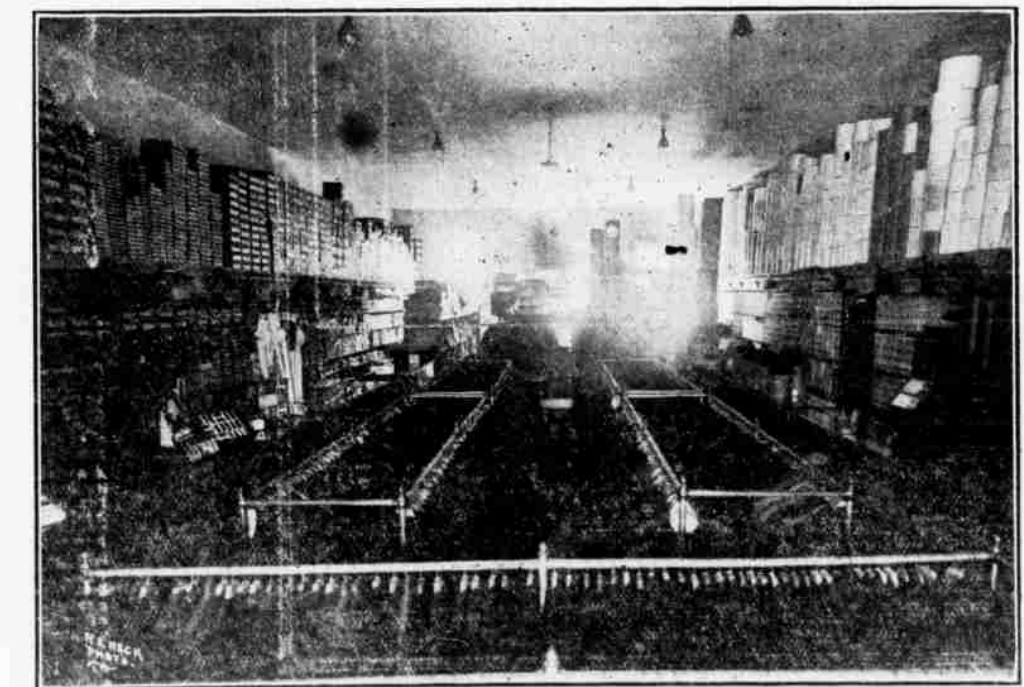
Mr. Kalbfeld also operates the Kalbfeld Advertising Service, which includes bill posting, distributing, etc., covering not only the city of Palatka, but its environs as well.

MEN'S FURNISHINGS OF QUALITY

Mr. M. S. Brown, Outfitter of Men, Offering Well Established Lines of Stock in Every Department—Twelve Years of Progress.

Developing into one of the most prominent further remarked; to paint the lily would be superfluous.

The well known Wilson Brothers' line of men's furnishings, comprising shirts, underwear, etc., are the prominent features in their line of stock, while Holeproof hosiery is another strong drawing card for the store.



cupied its place at the forefront of the retail trade in its particular line and its business history is a continuation of forward steps in the way of affording increased facilities to the citizens of Palatka.

"Everything worn by men" is embraced within the comprehensive stock carried by Mr. Brown, whose experience as an outfitter of the male sex have enabled him to select an assortment of goods whose quality and reputation are unquestioned.

The famous Kuppenheimer clothes for men, youth's, constitutes one of the strongest lines carried by the establishment, these goods having the benefit of a national reputation founded on genuine quality.

The Grifflon line of clothing completes the ready-to-wear stock in this particular department, although overalls and work clothes are also handled extensively.

In footwear, Mr. Brown specializes in the Crawford and Stetson shoes, concerning the grade and reliability of which there need be nothing

Stetson, Knox and Howard hats in the latest shapes and textures provide a large assortment from which patrons of the store may select their choice of headgear.

Cravats of standard quality and in varied assortment comprise another line of stock that is included in the general scheme of things.

Modern dust proof showcases of approved construction will be installed for the accommodation of the clothing stock, while other up-to-date fixtures are to be added to bring the store thoroughly into line within the present day men's furnishing establishments in the larger cities.

Retail enterprises such as that of Mr. M. S. Brown deserve the hearty support of a community fortunate enough to possess them, for they afford facilities in their line that are unavailable outside of the larger cities.

Standard quality goods and adequate service have combined to make the business record of this establishment one of continuous progress.